



GOODWILL INDUSTRIES OF AMERICA, INC.

Annual Report | 1954





THE GOODWILL INDUSTRIES STORY

The map on the opposite page shows locations of 108 Goodwill Industries in the United States, of which 107 had been established by the end of 1954 and the 108th by early in 1955. A 109th Goodwill Industries is located in Mexico City, Mexico, and sixteen others operate in six other foreign countries.

Since 1902, when the first Goodwill Industries began in Boston, Massachusetts, Goodwill Industries have steadily expanded their vital service of providing training and employment for handicapped and disabled persons.

Each Goodwill Industries is a non-profit, autonomous "American way" community enterprise, with all but three unified through membership in Goodwill Industries of America, Inc.

Handicapped workers learn and earn in Goodwill Industries. The principal operation is the repair and reconditioning of usable discarded clothing and household articles. Goodwill Industries in many cities also provide employment at assembling, processing, cleaning, repairing or otherwise handling products for business and industry on a contract basis.

Not only do workers become self-supporting, but they also acquire skills which qualify many of them for normal industrial or commercial employment.

Each Goodwill Industries has one or more retail outlets, where reconditioning articles are sold. Both budget shoppers and others purchase articles for cost reasons or for rare or unique value. Materials beyond repair are sold as salvage.

With roots in a religiously inspired beginning, Goodwill Industries are built on a foundation of spiritual motivation. Many conduct non-sectarian chapel services which are attended on a voluntary basis. They also offer recreational programs, counseling, and in some cases medical and therapy services.

More than workshops — Goodwill Industries help otherwise forgotten people to fullest personality and vocational achievement.

A MESSAGE FROM THE PRESIDENT

By the end of 1954, Goodwill Industries throughout America had been serving handicapped and disabled persons for fifty-two years.

Since the first Goodwill Industries program was launched in Boston in 1902, Goodwill Industries have grown into the largest private network of non-profit agencies providing training and employment to handicapped and disabled people in the world.

At one time in the past, the goal of serving 10,000 people annually seemed insurmountable. It was reached in the 1930's. Goodwill Industries now serve over 23,000 people. Then, reaching the goal of 100 Goodwill Industries, once just a vision, was achieved in 1950; and the number has mounted to 108.

Over 100 communities in the United States not now having Goodwill Industries, have shown interest or asked for assistance in developing a Goodwill Industries program. In addition, expressions of interest have been received from more than fifty cities in foreign countries.

Gains during 1954 in service, income and public support speak as eloquently for the future of Goodwill Industries. We are inspired by the past to achieve even greater progress in years ahead.



PRESIDENT

Goodwill Industries of America, Inc.

HIGHLIGHTS OF 1954

FOR 107 GOODWILL INDUSTRIES IN AMERICA

- Nearly 23,500 handicapped and disabled men and women of all races and creeds provided training and employment.
- Wages totaling over \$12,000,000 paid to people who otherwise would have earned little or nothing.
- An estimated 7,000 persons rehabilitated for normal employment after Goodwill Industries training.
- Over \$1,600,000 in income and social security taxes paid by handicapped workers.
- Income of all Goodwill Industries, earned and unearned, of nearly \$21,000,000.
- A gain of over \$1,200,000 in earned income over 1953.
- An average of 94 per cent self-support for all Goodwill Industries.
- Two new Goodwill Industries established in the United States and one in Mexico City.
- Contributions of discarded clothing and household articles from more than 3,000,000 homes.
- Over 500 different work projects contracted with commercial firms.
- Assets totaling \$21,000,000, increased by \$4,000,000 from 1953 as a result of new buildings and facilities.
- Many national and local awards for meritorious service.





GOODWILL INDUSTRIES SERVES AMERICA

Greater service. Expansion. Growth.

These words described the progress of Goodwill Industries during 1954.

The year's achievement over which Goodwill Industries took most pride was the increased service to handicapped people. Although growth of numbers of Goodwill Industries, increased collections of materials and greater income also were noteworthy accomplishments, the primary measurements of success were the extent and quality of service.

Approximately 23,500 people were trained, employed or rehabilitated by Goodwill Industries during 1954, an increase of more than a thousand over 1953. About 85 per cent of these people were handicapped by blindness, deafness, defective speech, orthopedic disabilities, mental, emotional or social handicaps and age or infirmity.

This report must consist primarily of facts and figures, for it is a national summary of the achievements of 107 industrial type organizations. But behind the facts and figures are people who accomplished modern miracles.

A man with a Ph.D. degree, born with cerebral palsy, shunted around by the business world, became a Goodwill Industries Executive Director.

A woman hospitalized for years as a result of a train accident which killed her child returned to work and looked forward to a bright future.

A victim of an industrial accident, once in bed for two years, didn't lose a day from his Goodwill Industries furniture repair job in 1954.

A man, blind since 1946, was repairing electrical appliances because Goodwill Industries gave him not charity, but a chance.

A woman, told she would die five years ago, was supervising a clothing repair department because Goodwill Industries gave her a hand-up, not a hand-out.

A young lady, paralyzed from polio, was earning \$90 a week as an accountant because she acquired necessary experience in a Goodwill Industries office.

A man had a light in his eyes, despite his paralyzed legs, because he held a job in a print shop which he had secured after Goodwill Industries training.

These are but a few of the many heroic stories behind Goodwill Industries' report on how they serve the nation's handicapped. Every fact and figure about this service speaks of devotion to the



cause of helping handicapped fellow men with the best medicine they can receive: WORK!

Of the 23,500 people employed in 1954, thousands moved on to normal vocational places in society as a result of their Goodwill Industries training and experience. Their records show that ability, not disability, counts.

The achievements of the handicapped people along the way from the depths of hopelessness to heights of self-sufficiency was tremendous! They accomplished the remarkable feat of earning over \$12,000,000 in wages! Even more remarkably, they



didn't live on tax money, they actually paid over \$1,600,000 in income and social security taxes alone!

Here was how these modern miracles were achieved: The Goodwill Industries total income during 1954 amounted to \$21,000,000 of which \$18,800,000 was earned through sales and contracts.

Just under one million dollars of the income of Goodwill Industries was donated, either through community funds or other financial campaigns. Forty-eight Industries were affiliated with community chests or united funds.

Contributing to the greater service and income in 1954 were three new Goodwill Industries: at Charleston, West Virginia, St. Petersburg, Florida, and Mexico City, Mexico. The Mexico City Goodwill Industries became the first outside the United States to establish affiliation with Goodwill Industries of America, Inc.

Besides the development of new Industries, expansion into new buildings and additions of equipment and facilities made increased service and income possible. New buildings notably were obtained by Goodwill Industries in Akron, Ohio, Cleveland, Ohio, Columbus, Ohio, Flint, Michigan, Jackson, Michigan, Lincoln, Nebraska, and Roanoke, Virginia.

The structure which made possible the rise from oblivion to normal living by the handicapped workers was built of \$21,000,000 worth of assets—in Goodwill Industries buildings, equipment and other facilities. This total was an increase of \$4,000,000 over 1953.

Also contributing to fulfilled dreams of the handicapped workers were 500 contract jobs arranged by 21 of the Industries with private business. Projects ranging from assembling, sorting, repairing and packaging to small manufacturing operations gave handicapped people the opportunity to do normal work at piece rates in Goodwill Industries workshops.

For their service to the handicapped people of America, Goodwill Industries nationally and locally received many awards. Notable among national awards were commendations from the President of the United States, Freedom's Foundation, and the American Public Relations Association. Some of these commendations are displayed on the center pages of this report.

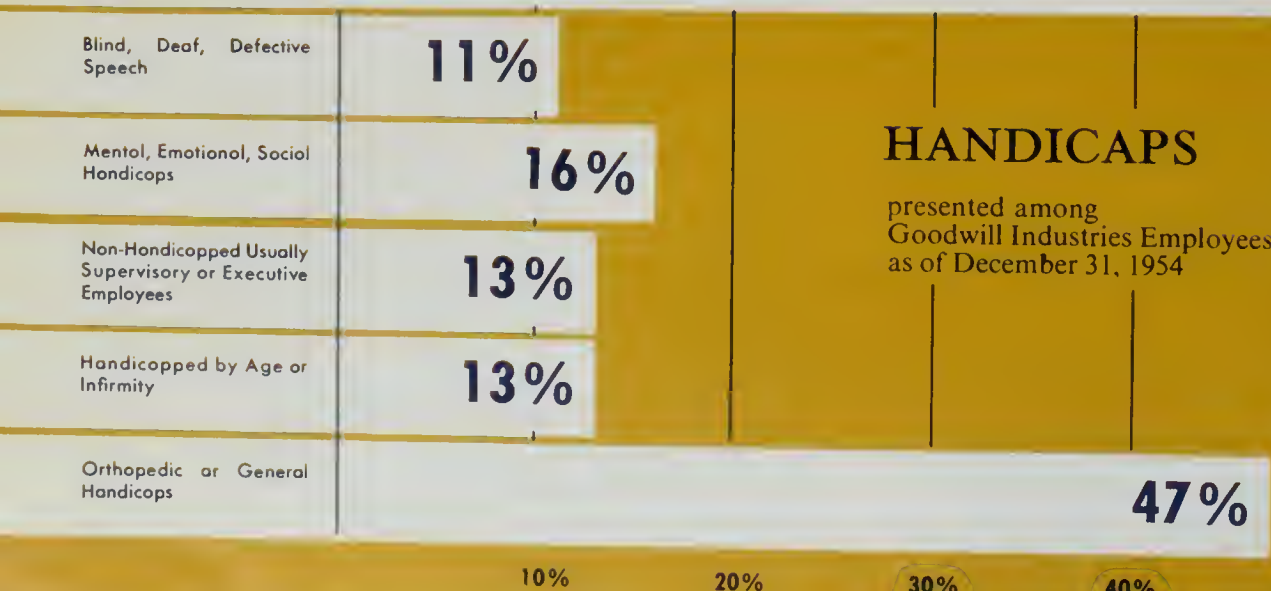
As emphatic evidence, too, of Goodwill Industries service to the nation was the accumulation by the end of 1954 of requests for assistance in developing new Goodwill Industries from more than 100 cities in the United States and over 50 in foreign countries.

SERVICE RECORD 1954



Handicaps

Percent of all Employees





AMERICA SERVES GOODWILL INDUSTRIES

Nearly three million American homes supported Goodwill Industries during 1954 by contributing discarded clothing and household articles. The Goodwill bag was the principal medium through which the public served the handicapped workers being trained and employed. This quarter barrel paper container has become a symbol of service to handicapped people throughout many parts of America.

The contributions of material added up to nearly three and a half million bags of clothing, close to two million pieces of furniture and over two million other items. Nearly three million truck calls were made by the Goodwill Industries to collect these items.

Throughout the country, too, more than 3,000 community leaders gave their time and attention to Goodwill Industries through service on Boards of Directors. Volunteer service was given, too, in 78 cities by women's auxiliaries, with membership numbering in the thousands, to assist Goodwill Industries programs.

Another notable public service to Goodwill Industries during 1954 was the help of well over a quarter of a million Boy and Girl Scouts, who assisted in collecting materials and telling the Goodwill Industries story in more than 50 cities. School children in many cities, with their teachers and school officials helping, also participated in Goodwill clothing collection drives.

Appreciation from Goodwill Industries is due, also, to many churches of all denominations throughout the country, which organized collections of materials and sponsored Goodwill Industries projects. Special recognition must be given to the support of the Methodist Church to assist in the development of the Goodwill Industries program.

Service clubs and organizations, including Rotary, Kiwanis, Civitan, Lions, Exchange, Ruritan, Altrusa, the American Legion, Chamber of Commerce, Junior Chamber of Commerce, labor unions and others assisted the Goodwill Industries with active participation in collection drives or other projects and through attention to the Goodwill Industries story at meetings.

Nearly ten million times, too, a reconditioned article was purchased in a Goodwill Industries store during 1954. The millions of purchasers contributed substantially to the successful service of Goodwill Industries to its handicapped workers. Credit for helping support the Goodwill Industries program also is due to the business firms which allocated contract work and donated material.

Media of communication throughout the country also served. Newspapers, magazines, and radio and television stations gave thousands of inches of column space and hundreds of hours of time to the Goodwill Industries story.

America Applauds

The KIWANIS

By William F. McDermott

Where Life Begins Again

This little household was aflutter. The color-garnished birthday cake with its tiny white candles occupied the center of the gaily decorated table.

It was Ralph's eighth birthday. Helen and Howard Black and ten-year-old Jimmy had for a week planned the celebration; it was to be a party that wouldn't be forgotten.

Helen hummed a merry tune as she scurried about the kitchen watching the roast in the oven and setting the finishing touches to the

table. A short cut across a truck to catch his train at the downtown station and was run down by another express.

Many months passed, months of suffering, long bills, no income. The once-gay, fine-looking husband was now a cripple who must begin life over again. Howard Black was crushed in body but not in spirit. As soon as he heard of Goodwill Industries, he tied in with its home service program. His first job was bunching rubber bands, next, toy as-

For more than fifty years
Goodwill Industries
has been helping blind, sick
and crippled men and women
find self-respect
and economic independence.

These two upholsterers are among the quarter of a million handicapped persons that Goodwill Industries has helped to find new means of income.





PERCY J. TREVETHAN

REPORT FROM THE EXECUTIVE SECRETARY

Once again, it is appropriate to report on our stewardship and operations. It is also a time to share with you a recognition of our responsibility and to project, insofar as it is possible, the challenge of increased service and expanding programs in Goodwill Industries.

1954 has been another good year for Goodwill Industries. The pattern of expanded and improved service, established thirty-three years ago, has continued through another twelve-month period. More Goodwill Industries are operating, more handicapped persons have been served, better facilities and equipment have been provided and more resources have been secured. The detail figures on page 8 will record this overall gain and the achievement of a substantial amount of progress in 1954 becomes a challenge for the future.

The support and effort of many persons have made this favorable report possible. The homes of America from whence comes our material resources, public spirited citizens and organizations who provide our financial support, skilled artisans and competent professional and administrative staffs who guide our workers in the utilization of usable discards, the achievement of vocational skills and social adjustment and the ministry of a religious dynamic, are all members of the Goodwill Industries rehabilitation team. For their generous and devoted service we say a grateful "thank you".

But, there is a more important item. The devoted service of many persons and agencies has brought into sharp national focus a public realization that for the handicapped "a tool in the hand is better than a coin in the hat". The challenging results being achieved by seriously handicapped workers who have been properly trained and placed in normal employment have created a favorable climate for increased rehabilitation and vocational services. Perhaps the fact that the workers in our Goodwill Industries returned last year to their federal government, by way of social security and income taxes, a sum over a million and one-half dollars has helped to show that rehabilitation does pay and handicapped men and women can become taxpayers instead of tax consumers. Legislation, enacted by the last session of Congress, and signed on August 15, 1954, by President Eisenhower, greatly increases the resources available and places upon Goodwill Industries, everywhere, the obligation to meet the need for more and better service.

No one can predict the future with surety, but no one can deny that the alacrity and ability with which we meet this new opportunity may well decide what Goodwill Industries can be a decade or twenty-five years from now.

Our past can be a prologue to a wonderful future bright with hope and opportunity for the handicapped, or, it can be an opiate to a decadent history. Men and women of Goodwill will want to rise to our task and meet the future with confidence and high hope.

The "Goodwill Way" has become a beacon of hope and a door of opportunity for the nation's handicapped. Let us, in 1955, make the light brighter and the path broader so that together we may walk the high road of love and service for our fellow men.

REPORT FROM WOMAN'S AUXILIARIES



MRS. EUGENE M. RIEL

It is written in the history of humanity that one day security and justice for all people will not be vain words. Realizing that the strength of our nation is the total strength of our citizens, our Goodwill Industries Auxiliaries feel justifiably proud over helping promote opportunity and maximum personal achievement for handicapped people.

Thousands of women across the country are assisting in very direct and substantial ways to strengthen Goodwill Industries by their membership in auxiliary groups and their participation in projects to improve and expand Goodwill Industries programs.

Eight new Auxiliaries were organized during 1954, bringing the total number to 78. Of these groups, 70 are dues paying members of the National Council of Woman's Auxiliaries to Goodwill Industries of America, Inc.

The new units established were the Woman's Auxiliary to the Baltimore Goodwill Industries, the Woman's Auxiliary to Battle Creek Goodwill Industries, the Woman's Auxiliary of the Council Bluffs Goodwill Industries, the Edgehill League of the Columbus Goodwill Industries, the Evening Guild of the Flint Goodwill Industries, the Omaha Guild of the Nebraska Goodwill Industries, the Woman's Auxiliary of the Greater Tulsa Goodwill Industries and the Woman's Auxiliary of the San Jose Goodwill Industries.

Nationally, too, the Council of Auxiliaries made a major contribution to the Goodwill Industries program by contributing \$1,206.24 to the Edgar J. Helms fund, which is designated to be used for training program purposes. The Council has pledged to subscribe \$3,000 to this fund over a three year period beginning in 1953.

Locally, Auxiliaries have conducted many projects, including fashion shows, doll teas, tours, benefit concerts and other affairs which have produced funds for the purchase of equipment and facilities by their Goodwill Industries. The number and extent of these activities has been steadily increasing.

The National Council of Woman's Auxiliaries is indebted to many people for the steady progress it is making in its program of greater service to the handicapped people of our nation. Especially deserving mention are the national office and staff, the officers of the National Council, the Auxiliary Presidents and the Executives of the Goodwill Industries.

Together, all are becoming more aware of the need for and the inestimable value of the services that volunteer women can give to the program of Goodwill Industries. As we move into the future, we are confident that each member of an Auxiliary will become more aware of the need for greater service and each Auxiliary more aware of the need for mutual effort.

May we constantly remind ourselves that there can be no failure when we are working for the Kingdom of God.

NATIONAL COUNCIL OF WOMAN'S AUXILIARIES TO GOODWILL INDUSTRIES

OFFICERS

President Emeritus, Mrs. C. J. Cook
President, Mrs. Eugene M. Riel
First Vice President, Mrs. Harold H. McKinnon
Second Vice President, Mrs. Howard G. Lytle
Recording Secretary, Mrs. T. H. Bottomley
Corresponding Secretary, Mrs. Leland Vance
Treasurer, Mrs. Ralph D. Kinney

Boston
Dayton
Roseville, Mich.
Indianapolis
Cleveland
Dayton
Arlington

DIRECTORATE OF GOVERNING BODIES



First row, left to right, James D. Hartman, James C. Dulin, Earl R. Brown, Richard A. Nelson, P. J. Trevethan and Harold H. McKinnon. Second row, John P. Hantla, George H. Angell, Vincent P. Clarke, Fred A. McMaster, Gerald L. Clore, Kenneth L. Downing, Merton R. DeLong and Paul D. Miller. Third row, Howard G. Lytle, Marvin L. McPheron, John W. Payne and Albert G. Curry.

GOODWILL INDUSTRIES OF AMERICA, INC.

officers

CHAIRMAN OF THE BOARD, James T. Buckley	Philadelphia
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VICE PRESIDENT, Earl R. Brown	New York
VICE PRESIDENT, Harold H. McKinnon	Detroit
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TREASURER EMERITUS, William J. Elliott	St. Petersburg
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EXECUTIVE SECRETARY, P. J. Trevethan	Washington, D.C.

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Vincent P. Clarke	Boston
Gerald L. Clore	Dallas
Albert G. Curry	Pittsburgh
Merton R. DeLong	Portland
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Mrs. Dorothy Rice Ewell	Houston
Oliver A. Friedman	Cleveland
A. J. Gock	Los Angeles
John P. Hantla	Sioux City
Howard G. Lytle	Indianapolis
Fred A. McMaster	Los Angeles
Marvin L. McPheron	Memphis
Paul D. Miller	New York
John W. Payne	Baltimore
H. Conwell Snoke	Philadelphia
John S. Timmons	Philadelphia

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Gerald H. Kennedy	Los Angeles
Glenn R. Phillips	Denver
A. W. Martin	Dallas
John R. Kenney	San Francisco
John W. Payne	Baltimore
A. G. Curry	Pittsburgh
Ernest Petersen	Portland, Ore.

Frank G. Flegal	Los Angeles
James T. Buckley	Philadelphia
Mrs. F. C. Reynolds	Washington, D. C.
Mrs. Paul Arrington	Jackson, Miss.
William Broadhurst	Tulsa
Charles E. Wegner	St. Paul
A. Frank Smith	Houston
Earl R. Brown	New York
Elliott L. Fisher	New York

STATEMENT OF PURPOSES

GOODWILL INDUSTRIES OF AMERICA, INC.

GOODWILL INDUSTRIES OF AMERICA, INC., exists to develop, coordinate and expand the services of "The Goodwill Way" of self-help for handicapped people. Its centralized effort strengthens the program at local, national and international levels.

A democratic organization in which each member participates on an equal basis, this association of Goodwill Industries respects the autonomy of its members and seeks to be an effective center for the exchange of ideas and mutual help. The strong help the weak as well as themselves in this process and all contribute to a program of national stature which benefits each one.

The development services of Goodwill Industries of America, Inc. include financial and consultive aid, training programs, consultation services on all phases of operations, workshops, seminars, evaluation services, operating manuals, research, national purchasing and discounts, public relations, library materials, service surveys and publications.

The coordinating services include providing a legal national entity, area and regional visitation and consultation, setting and perfecting of standards, arbitration of matters such as those involving territory, membership insignia, the use of uniform operating and public relations plans and materials and service awards.

Expansion services include development of existing programs through various aids, establishing of new Goodwill Industries, training and placement services, assistance on conducting and handling of financial programs and creation of greater national and international interest in Goodwill Industries.

GOODWILL INDUSTRIES OF AMERICA, INC.

